

The Art of Franchising

By: Tiffany Means, Master Franchisee



Who is Tiffany Means?

- Owned and operated Anytime Fitness Franchise for 5 years.
- Co-own and operate Fabulous Floors as a Master Franchisee.
- Decided to open my own business after working for a big corporation for 1 year and was laid off only to be called back to work for an additional 6 years and was laid off again.
- Chose to franchise because the success rate was greater than a start-up.

What is a franchise?

A franchise is a right granted to an individual or group to market a company's goods or services within a certain territory or location. There are several levels to enter into an agreement with a franchise...i.e. Master franchisee, area developer or multi-unit owner, and franchisee.

What are the various types of franchises?

- **Food Services:** Dairy Queen, Buffalo Wild Wings, Subway
- **Retail:** UPS Store, Batteries Plus, Supercuts
- **Personal Services:** Molly Maid, 1-800- Got Junk and Synergy Homecare
- **Business-to-Business:** Jani-King, Serverpro, Team Logic IT
- **Children's Services:** Sylvan Learning, Pump It Up and Kinder Care

Why invest in a franchise?

1. Turnkey business model
2. Proven system in place
3. Higher likelihood of success
4. Corporate and brand awareness
5. Easier to obtain financing
6. Training
7. Ongoing support
8. Marketing support
9. Site support-storefront
10. Normally provides a "how to" manual

Why your initial investment can range from \$50k to \$1M

1. Initial franchise fee
2. Travel and living expense while training-which is normally held at headquarters
3. Real Estate and Improvements
4. Equipment
5. Security Systems
6. Interior and Exterior signage-Storefronts
7. Misc Opening expenses
8. Advertising/Marketing
9. Insurance
10. Additional funds (covers monthly operating cost until revenue is generated)

What others won't tell you about franchising

- How to use the franchiser as your ally
- Where to find the money
- How to select a location
- How to determine a viable investment
- Get a board of directors

Questions & Answers

Thank you!

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